



(prices in dollars per carton)

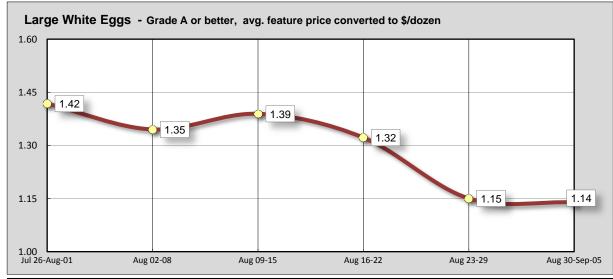
	SHELL EGG NATIONAL SUMMARY														
			THIS \	NEEK			PREVIO	JS WEEK	(PREVIOUS YEAR					
	Feature Rate		2% of 23	,200 sto	res	30	.3% of 23	3,200 sto	res	13	.4% of 2	2,500 stores			
		X LA	ARGE	LAR	GE	X LA	ARGE	LAF	RGE	X LA	ARGE	LARGE			
			Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg		
R	USDA GRADE AA														
E	White 12 pack			170	1.19	180	1.99	260	1.34	10	1.69	60	1.48		
G	White 18 pack	70	2.66	160	2.35							30	2.16		
II	Brown 12 pack														
ī	USDA GRADE A														
A	White 12 pack	40	1.32	1,680	1.08	50	1.40	2,450	1.12			250	1.34		
R	White 18 pack			120	2.06			280	1.91			20	2.34		
•	Brown 12 pack	210	3.79	10	1.29							90	2.66		
	USDA ORGANIC														
s	White 12 pack														
P	Brown 12 pack	20	3.49	350	4.35	80	4.30	760	4.17	10	2.50	180	3.66		
E	OMEGA-3														
C	White 12 pack	310	2.88	680	2.66	40	3.28	920	2.91	280	2.79	710	2.45		
ī	Brown 12 pack			220	2.84			40	2.50	10	2.50	80	5.52		
Δ	CAGE-FREE														
L	White 12 pack			2,140	2.60			110	2.50	130	2.50				
	Brown 12 pack			2,720	2.70			540	2.96	370	2.99	360	3.05		
Y	VEGETARIAN FED														
•	White 12 pack			40	2.50							100	2.34		
	Brown 12 pack			120	2.50	60	2.99	490	2.86			20	2.99		

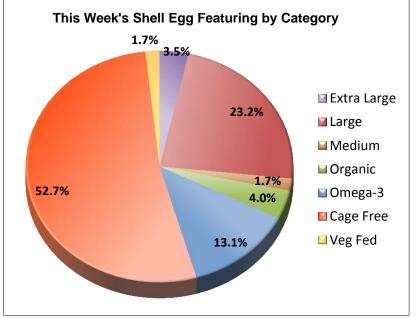
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,460	3,220	460	Large Eggs on
Specialty	6,600	3,040	2,250	Aug-26-2013
Total (includes MD)	9,220	6,620	3,080	443.6
Special Rate 4/:	4.2%	7.1%	0.1%	down 2.7%

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs continues to decline as ad space in many circulars is filled with specialty shell egg features. The average price of Grade A or better Large white eggs offered to consumers is only slightly lower than last week. Budget conscious shoppers are still finding deals even though fewer retailers are offering "no price" incentives this week. Extra Large eggs continue to hold a steady place in flyers, however Medium sized eggs are limited. Featuring of specialty shell eggs is sharply higher as cage-free type eggs promotions command a higher percentage of advertising space. Promotions for liquid shell egg products double in number in spite of lackluster featuring on the West Coast.





All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

			NOR	THEAST	T U.S.				SOUT	HEAST	U.S.			N	IIDWI	EST U.S.		
	(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)							(/	AL,FL,GA,MS	,TN,V <u>A,W</u> \	(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)							
Fe Ac	eature Rate ^{1/} tivity Index "	Acti	44.2% of 4, vity Index =				23.4% of 6,10 ity Index = 1,	39.3% of 4,200 sampled outlets Activity Index = 2,340 (includes Medium)										
CLASS		EXTRA LARGE LARGE					EXTRA LARGE			LAF	RGE	EXTRA LARGE			l			
		Price Range	Stores Av	g 3/ P	Price Range	Stores	Avg 3/	Price Range	Stores Avg	3/ Pr	ice Range	Stores Avg 3/	Price Range	Stores A	vg 3/	Price Range	Stores	Avg 3/
USDA	White 12 pack																	
GRADE	White 18 pack																	
AA	Brown 12 pack		M/I: '(- 40 -	1-					M/l-11 - 40	-1.				\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\				
	MEDIUM White 12 pack	1.32	White 12 pa		59 - 1.50	230	1.01		White 12 pag		99 - 1.29	450 0.99		White 12	раск	0.99 - 1.49	810	1.15
USDA	White 18 pack	1.32	40 1	.32 0.0	39 - 1.30	230	1.01			0.3	1.78	30 1.78				1.78		
GRADE		3.79	10 3	.79				3.79	200 3.7	70	1.70	30 1.76				1.70		
A	· ·	0.70	White 12 pa		0.49	60	0.49		White 12 pag		0.98	20 0.98		White 12	pack	0.99		
	MEDIUM		White 30 pa		0.10	00	0.10		White 30 pag		0.00	20 0.00		White 30		0.00		0.00
USI	DA ORGANIC								00 pac						Paon			
	White 12 pack																	
S	Brown 12 pack			2.9	98 - 4.99	330	4.37						3.49	20	3.49	3.89	20	3.89
POM	EGA-3																	
E	White 12 pack	2.50 - 3.49	280 2	.95 2.5	50 - 2.99	520	2.76	2.19	30 2.1	19 2.	19 - 2.50	130 2.32				2.50	30	2.50
	Brown 12 pack			2.5	50 - 3.69	220	2.84											
CAC	GE-FREE																	
L	White 12 pack										50 - 3.00	480 2.60				2.50 - 3.00		
Т	Brown 12 pack			2.0	00 - 3.99	450	3.20			2.	50 - 3.00	480 2.60				2.50 - 3.00	620	2.58
YVEG	ETARIAN FED																	
	White 12 pack															2.50		
	Brown 12 pack		COLITI	I CENTE	241 11 0				COLITI	HWEST	11.0			NO	DTII	2.50 WEST U.S.	120	2.50
		()				LIT\												
	eature Rate 1/	(F	AR,AZ,CO,K			,			,	A,HI, NV	,			, ,		OR,WA,WY)	-4-	
	tivity Index 2/	Acti	26.9% of 4, vity Index =	-	-				23.1% of 2,90 /ity Index = 8	-			Δ.			sampled out 0 (includes M		
AC	White 12 pack	ACII	vity index =		50 - 1.25		1.18	ACII	ity index = c	o io (ilici	uues meu	iuiii)	A	ctivity inde	X = 33	0.79 - 1.25		1.19
USDA	White 18 nack				79 - 1.25		1.89	2.50 - 2.79	70 2.6	36 2	25 - 2.50	130 2.41				2.50		
GRADE	Brown 12 pack			1.7	7.5 - 1.55	20	1.00	2.30 - 2.73	70 2.0	2.	2.50	150 2.41				2.00	10	2.50
AA	MEDIUM		White 12 pa	ack					White 12 pag	ck	1.25	10 1.25		White 12	nack	1.00	20	1.00
	White 12 pack		Willio 12 p	dolt	0.99	170	0.99		771110 12 pac		99 - 2.50	20 1.42		77111tO 12	paon	1.00		1.00
USDA	· ·			1.7	78 - 2.47		2.27											
GRADE	· ·																	
Α			White 12 pa	ack	0.99	20	0.99		White 12 pag	ck				White 12	pack			
	MEDIUM		White 30 pa	ack					White 30 pag	ck				White 30	pack			
USI	DA ORGANIC										,							
	White 12 pack																	
S	Brown 12 pack																	
E OM	EGA-3																	
c	White 12 pack																	
1	Brown 12 pack																	
A CAC	GE-FREE				0.50	500	0.50				-0 000	000 000				0.00 0.50		2.47
L	White 12 pack				2.50		2.50				50 - 3.00	290 2.93 290 2.93				2.00 - 2.50		
T	Brown 12 pack				2.50	670	2.50			2.	50 - 3.00	290 2.93				2.49 - 2.50	210	2.49
Y	ETARIAN FED White 12 pack																	
	Brown 12 pack																	Į
Carras	· IISDA Agricultur		0					(545) 004	4474 144	,,		/4110 / 6//	DOM L - (N	D				2 of 3

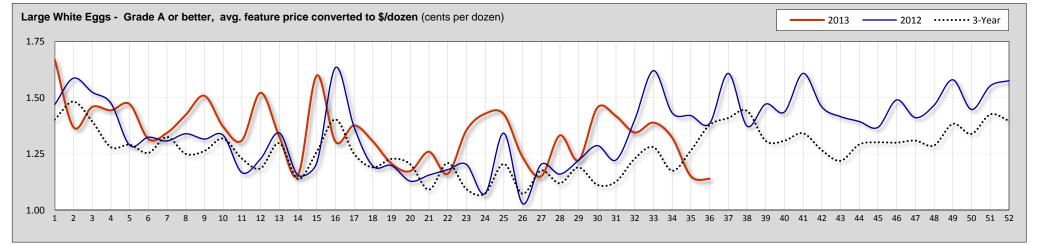


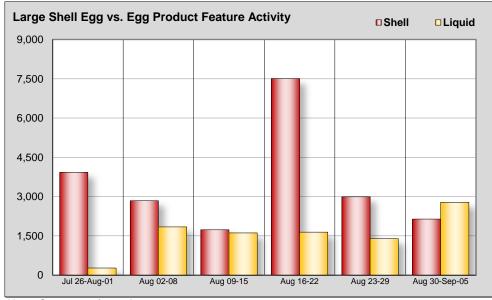
USDA Weekly Retail Shell Egg and Egg Products Feature Activity

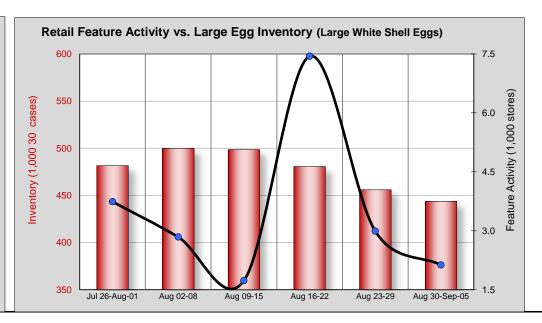
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 08/30 thru 09/05.

(prices in dollars per carton)

EGG	THIS	LAST	LAST NORTHEAST		SOUTHEAST		MIDW	EST	SOUTH CENTRAL		SOUTH	WEST	NORTHWEST		
PRODUCTS	WEEK	WEEK	YEAR												
1/ Feature Rate	12.4%	5.4%	11.7%	21.7% of 4,600 sampled		22.1% of 6,100 sampled		5.2% of 4,200 sampled		7.1% of 4,200 sampled		0.0% of 2,900 sampled		0.5% of 1,200 sampled	
2/ Activity Index	2,780	1,390 2,640		Activity Index = 1,020		Activity Index = 1,340		Activity Index = 200		Activity Index = 220		Activity Index = 0		Activity Index = 0	
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/
14-16 oz. crtn	1,580 2.02	590 2.55	2,120 2.09	2.49 - 3.00	330 2.89	1.66	1,040 1.66	1.99 - 2.48	30 2.15	2.50	180 2.50				_
32 oz. crtn	1,200 3.99	800 4.77	480 4.00	3.99	690 3.99	3.98 - 3.99	300 3.98	3.99	170 3.99	3.99	40 3.99				
3 - 4 oz. cup			40 2.79												
2 - 8 oz. cup															







Note: See page 1 for explanatory notes.